

Message Text

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ACTION EA-10

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P R 020259Z JUL 75
FM AMEMBASSY JAKARTA
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 9020
AMCONSUL MEDAN
AMEMBASSY SINGAPORE
AMCONSUL SURABAYA

UNCLAS JAKARTA 7984

COMMERCE FOR BIC/OIM & OMP/TD - SINGAPORE FOR TRADE CENTER/LEONARD

E.O. 11652: N/A

TAGS: BBSR

SUBJ: POST INPUT TO BIC TRADE PROMOTION PROGRAM/BEST
PROSPECTS

REF: STATE A-6238, AUGUST 5, 1974

1. FOLLOWING ARE PRODUCT CATEGORIES IN PRIORITY ORDER WHICH
EMBASSY BELIEVES TO HAVE HIGHEST POTENTIAL FOR
INCREMENTAL EXPORT SALES IN INDONESIA AND WHICH, IN
POST'S OPINION, WOULD BRING MAXIMUM RESULTS IF PROMOTED
IN FISCAL YEAR 1977:

A. TIMBER PROCESSING MACHINERY AND EQUIPMENT. (INCLUDING
LOGGING, SAWMILL, PLYWOOD MILL, VENEER MILL, PULP AND
PAPER MILL AND WOODWORKING MACHINERY AND EQUIPMENT;

B. TELECOMMUNICATIONS EQUIPMENT AND SYSTEMS;

C. CARGO AND MATERIALS HANDLING EQUIPMENT AND SYSTEMS.
(INCLUDING CONTAINER HANDLING EQUIPMENT).

2. A. TIMBER PROCESSING MACHINERY AND EQUIPMENT:

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DURING HIS RECENT ASSIGNMENT TO INDONESIA, COMMERCE

DEPARTMENT MARKET RESEARCH OFFICER, J. LEE BARNES,
PREPARED BRIEF STUDY OF SALES POTENTIAL FOR U.S.
TIMBER MACHINERY. TO SUPPLEMENT BARNES STUDY,
EMBASSY SENT BIC/OIM/WEBBERT BY APO JUNE 27
COMPREHENSIVE SURVEY OF FORESTRY SECTOR AND SEVEN
ADDITIONAL REPORTS ON TIMBER INDUSTRY. THESE
REPORTS SHOULD PROVIDE OIM AND OIM WITH
SUBSTANTIATING DETAILS THEY REQUIRE FOR THIS THEME
RECOMMENDATION.

B. TELECOMMUNICATIONS EQUIPMENT AND SYSTEMS:

U.S. EXPORTS OF TELECOMMUNICATIONS EQUIPMENT TO
INDONESIA INCREASED FROM \$2.1 MILLION IN 1970 TO
\$4.4 MILLION IN 1974. TOTAL IMPORTS OF TELECOMMUNICATIONS
EQUIPMENT FROM ALL COUNTRIES WERE \$42.2 MILLION IN 1973
AND \$61.1 MILLION IN 1974. THIS MARKET IS EXPECTED TO
CONTINUE TO GROW DURING SECOND FIVE YEAR ECONOMIC
DEVELOPMENT PLAN AND U.S. MANUFACTURERS SHOULD ATTEMPT
TO INCREASE THEIR SHARE OF THIS MARKET. EMBASSY SIGNED
CONTRACT JUNE 27 WITH UNITED ECONOMIC AND ENGINEERING
CONSULTANTS INC. TO PREPARE COMPREHENSIVE (GLOBAL
MARKET RESEARCH) STUDY OF SALES POTENTIAL FOR
COMMUNICATIONS EQUIPMENT AND SYSTEMS IN INDONESIA.
IT IS ANTICIPATED THIS STUDY WILL PROVIDE OIM WITH
NECESSARY SUBSTANTIATING DATA FOR THIS THEME
RECOMMENDATION.

C. CARGO AND MATERIALS HANDLING EQUIPMENT:

U.S. EXPORTS OF MECHANICAL HANDLING EQUIPMENT AND
PARTS ROSE FROM \$4.9 MILLION IN 1970 TO \$10.3 MILLION
IN 1974. TOTAL IMPORTS OF THESE PRODUCTS FROM ALL
COUNTRIES WERE \$30.5 MILLION IN 1973 AND \$47.4 MILLION
IN 1974. WITH INCREASED INDUSTRIALIZATION AND GREATER
EMPHASIS TO BE PLACED ON UPGRADING PORTS, HARBORS,
AIRPORTS AND RAILROADS DURING 2ND FIVE YEAR PLAN, SALES
POTENTIAL FOR THESE PRODUCTS AND SYSTEMS IS EXPECTED
TO CONTINUE TO EXPAND. ON JUNE 26 EMBASSY BEGAN
PREPARATION OF PROMOTION THEME RECOMMENDATION (PTR)
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IN SUPPORT OF THIS PROPOSAL. IT IS EXPECTED THAT THIS
PTR WILL BE COMPLETED BY THE END OF JULY.

3. WITH THIS MESSAGE, EMBASSY MARKET RESEARCH PROGRAM IS UP-
TO-DATE AND ON TARGET. DURING PAST YEAR, POST HAS
SUBMITTED TWO MARKET BRIEFS (HEALTH CARE EQUIPMENT AND
INDUSTRIAL SECURITY SYSTEMS AND DEVICES), INITIATED FOUR
MARKET SURVEYS (ENERGY SYSTEMS, MINING AND ORE PROCESSING

EQUIPMENT, HOTEL AND RESTAURANT EQUIPMENT AND COMMERCIAL FISHING EQUIPMENT), CONTRACTED WITH LOCAL PRIVATE MARKET RESEARCH ORGANIZATIONS FOR PREPARATION OF COMPREHENSIVE MARKET STUDIES OF PUMPS, VALVES AND COMPRESSORS AND COMMUNICATIONS EQUIPMENT AND SYSTEMS), AND DEVELOPED AND SUBMITTED PROPOSALS TO OIM FOR A STUDY OF ENERGY SYSTEMS POTENTIAL. COPIES OF POST'S ENERGY SYSTEMS, MINING, AND ORE PROCESSING EQUIPMENT, HOTEL AND RESTAURANT EQUIPMENT AND COMMERCIAL FISHING EQUIPMENT SURVEYS WILL BE SENT OIM/WEBBERT BY JULY 3.

4. IN ADDITION, POST HAS SENT WEBBERT COPIES OF SERIES OF COMMODITY AND INDUSTRY SURVEYS THAT HAVE APPEARED IN "INDONESIA COMMERCIAL NEWSLETTER" PUBLISHED BY DATA SEARCH INDONESIA (LTD.) JAKARTA, AND "WARTA EKONOMIK MARITIM REVIEW," PUBLISHED BY MARITIME PRESS FOUNDATION, JAKARTA. POST WOULD APPRECIATE EVALUATION BY WASHINGTON END-USERS OF USEFULNESS OF THESE SURVEY WHICH ARE LISTED BELOW:

A) CEMENT INDUSTRY

B) MINING DEVELOPMENT

C) MOTOR VEHICLE INDUSTRY

D) SUGAR INDUSTRY PROJECTS

E) FERTILIZER INDUSTRY

F) PULP AND PAPER INDUSTRY

G) TEXTILE INDUSTRY

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H) FISHING INDUSTRY

I) TIMBER INDUSTRY

J) MOTOR CYCLE INDUSTRY

K) RUBBER TIRE INDUSTRY

L) PHARMACEUTICAL INDUSTRY

M) PETROLEUM INDUSTRY

N) THE RICE ECONOMY

O) CABLE INDUSTRY

P) STEEL INDUSTRY

Q) AVIATION INDUSTRY

R) REVIEW OF COMMERCIAL AIR TRANSPORT

S) COAL MINING INDUSTRY

T) TOURISM INDUSTRY

U) SUGAR INDUSTRY

V) GLASSWARE INDUSTRY

W) ELECTRONICS INDUSTRY

X) AUTOMOTIVE INDUSTRY

Y) CIGARETTE, BEVERAGE AND FOOD INDUSTRIES

Z) REAL ESTATE AND CONSTRUCTION

AA) ELECTRONIC APPLIANCES

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BB) DIESEL AND MARINE ENGINES

5. EMBASSY BELIEVES COMMERCIAL EXHIBITION WOULD BE PROPER VEHICLE FOR PROMOTION OF TIMBER PROCESSING MACHINERY AND EQUIPMENT AND CARGO AND MATERIALS HANDLING EQUIPMENT AND SYSTEMS, BUT IT IS NOT ALL CERTAIN SAME PROMOTIONAL TECHNIQUE SHOULD BE USED FOR TELECOMMUNICATIONS EQUIPMENT AND SYSTEMS THEME. POST WOULD APPRECIATE RECEIVING FROM COMMERCE DEPARTMENT A SUMMARY OF ITS EXPERIENCE WITH TELECOMMUNICATIONS EQUIPMENT AND SYSTEMS THEME AND DEGREE OF SUCCESS ACHIEVED WITH IT USING VARIOUS PROMOTIONAL TECHNIQUES.
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